

30
ANS

Avantages



2019 Print Media Planner

COMPANION PROPERTIES:

Benefits Canada

InvestmentReview.com

CanadianInstitutionalInvestmentNetwork.ca

Required reading for pension, benefits and investment executives

EDITORIAL OVERVIEW

Avantages is the only French-language magazine dedicated to providing in-depth analysis to the Québec pension and benefits community. It focuses on the unique issues of interest to pension and benefits decision-makers, helps plan sponsors stay in tune with new trends, legislative changes and overall market environment. It also speaks to HR specific issues such as recruitment, staff retention, disability management and absenteeism.

In 2019, *Avantages* celebrates its 30th anniversary.

TOP 5 AREAS OF INTEREST

1. Defined Benefit Pension Plans/Investment Strategies
2. Defined Contribution/Group RRSP
3. Health Benefits/Group Insurance
4. Drug Plan Management
5. Wellness

READERSHIP

Executive and financial management of Québec's largest employers, pension board trustees, benefits professionals, human resource managers, consultants and other industry specialists.



MULTI-MEDIA MARKETING OPPORTUNITIES

The Québec market—a fertile ground to introduce innovative products and services



Québec's most influential source of pension and benefits information

PRINT

Specifically designed to meet and exceed the needs of Canada's pension and benefits community

- Display advertising
- Inserts
- Outserts
- Special directory opportunities
- Appointment notices/Announcements

DIGITAL

Exclusive website providing the Canadian pension and benefits community with information and real-time solutions relative to their individual needs and markets

- Banner and big-box advertising
- Twice weekly email bulletins
- Research commentary and white paper postings
- Direct emails
- Question of the week
- Webinars
- Podcasts

CUSTOM PUBLISHING

Creative development and execution of print and online communication vehicles in support of products, programs and services offered by our advertisers and other partners to ensure broadened reach, greater program synergy and economy

- Q&As
- White Papers
- Manager Profiles
- Guidebooks
- Roundtables
- The Performers Series
- Investment Insights
- Plan Member Point of View
- Medication Management

CONFERENCES

From industry-leading vision and analysis to practical problem-solving workshops, we provide the content, the forums and access to industry experts that the community knows and trusts

- Employee Health & Wellness Summit
- DC Quebec
- DB Investment Forum

RESEARCH

Customized research relative to the financial communities we serve, with a view to fostering greater understanding, the spread of knowledge and the development of more precisely targeted tools

EDITORIAL CALENDAR

<i>Issue</i>	<i>Features</i>	<i>Closing</i>	<i>Material</i>	<i>Mailing</i>
MARCH	Benefits: Global health in the workplace: where to start? Pensions: The era of digital communications Investments: Integrating funding and investment strategies	Feb 18	Feb 22	Mar 13
MAY	Benefits: Can we make life easier for HR? Pensions: Internation DC experience Investments: Revisiting bond portfolios Special Report: Top 40 Money Managers in Canada	Apr 15	Apr 19	May 8
JUNE	Benefits: Drug plan trends Pensions: Managing longevity risk Investments: Alternative investment Special Report: Top 30 Pension Plans in Québec	June 3	June 7	June 26
SEPTEMBER	SPECIAL 30th ANNIVERSARY EDITION Special Report: Top 50 DC Plans in Québec and Canada	Aug 16	Aug 23	Sept 9
NOVEMBER	Benefits: The role of private medical care Pensions: Target benefit plans Investments: What's new in decumulation? Special Report: Top 40 Money Managers in Canada	Oct 24	Oct 28	Nov 20
DECEMBER	Benefits: The role of biosimilars Pensions: Should DC plans be more automated? Investments: Target date funds Special Report: CAP Suppliers	Nov 21	Nov 25	Dec 18

*Subjects may be changed without notice

2019 ADVERTISING RATE CARD

Four-colour	1 x	3 x	6 x
Double page	\$15,166	\$14,632	\$14,063
Full page	\$7,726	\$7,457	\$7,167
2/3 page	\$6,459	\$6,238	\$5,999
1/2 page island	\$6,107	\$5,901	\$5,697
1/2 page	\$5,505	\$5,267	\$5,074
1/3 page	\$4,776	\$4,649	\$4,490
1/4 page	\$4,364	\$4,188	\$4,079

COVER RATES

Four-colour	1 x	6 x
Outside Back	\$10,438	\$8,926
Inside Front	\$10,050	\$8,462
Inside Back	\$9,664	\$8,114

APPOINTMENT NOTICES

Four-colour	1 x
1/2 page	\$2,804
1/3 page	\$2,200
1/4 page	\$1,833

SPECIAL PRINT

Four-colour	1 x
Bellyband	\$9,378
Personalized Mailing Bellyband	\$10,746
Dot Whacker (Cover Sticker)	\$6,209
Sticker Tab (includes full page ad)	\$11,343

Black and white rates less 15%.

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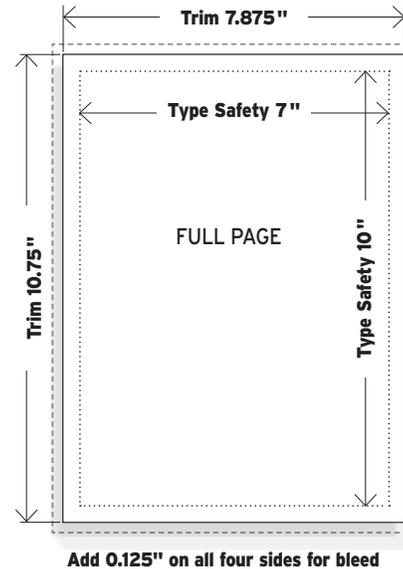
TERMS AND CONDITIONS

- Prices are subject to sales taxes where applicable.
- Prices are subject to change.
- Accounts are payable at the office of publication in Canadian funds or their equivalent at the prevailing rate of exchange at the time of payment.

MECHANICAL SPECIFICATIONS

STANDARDS UNIT SIZE IN INCHES

	TRIM SIZE		BLEED SIZE	
	Width	Height	Width	Height
Full page	7.875	10.75	8.125	11
DPS	15.75	10.75	16	11
2/3 page	4.625	10	-	-
1/2 page horizontal	7	4.625	-	-
1/2 page vertical	3.375	10	-	-
1/2 page island	4.625	7.5	-	-
1/2 DPS	15.75	4.625	16	4.875
1/3 page horizontal	7	3.125	-	-
1/3 page vertical	2.25	10	-	-
1/3 page square	4.625	4.625	-	-
1/4 page horizontal	7	2.375	-	-
1/4 page square	3.375	4.875	-	-



DIGITAL FILES ADVERTISING SPECIFICATIONS

Magazines Canada AdDirect is a free web-based ad portal designed to streamline the ad delivery process.

1. Go to <https://addirect.sendmyad.com>
2. Upload, preflight and review your ad
3. Approve your ad, and it is automatically sent

METHOD OF PRINTING

Offset

METHOD OF BINDING

Saddle stitch

INSERTS/POLYBAG

Rates and quantities are available on request.

NOTE: Publisher is NOT RESPONSIBLE for lineup of type or image running through the gutter on spreads or single page to adjacent insert. Running type or image through the gutter is STRONGLY discouraged.

30
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AVANTAGES.CA

Avantages



2019 Online Media Planner

COMPANION PROPERTIES:

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BenefitsCanada.com

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InvestmentReview.com

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CanadianInstitutionalInvestmentNetwork.ca (CIIN)
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Avantages.ca is Québec's leading online resource for benefits and pension plan managers.

TARGET

Executive and financial management, pension trustees, pension and benefits professionals, managers and consultants

- Average Monthly Unique Users: **8,225**
- Average Monthly Page Views: **19,887**
- Average eNewsletter Recipients: **2,915**

*Monthly average based from Sept 1, 2017 to Oct 31, 2018

CONTENT

- daily news information
- breaking industry news
- expert opinions
- perspectives and special online reports
- Question of the Week

The screenshot displays the Avantages.ca website interface. At the top, the logo and navigation links for 'NEWSLETTERS' and 'SUBSCRIBE' are visible. Below the header, there are several news headlines categorized by topics like 'WELLNESS', 'PHARMACEUTICALS', 'STOCK', and 'MENTAL HEALTH'. Each headline includes a brief summary and the author's name. A 'SUBSCRIBE TO BENEFITS' section offers options for 'bulletin' and 'Magazine'. A 'STAY CONNECTED' section includes social media icons for Twitter and RSS. A 'PARTNER CONTENTS' section features articles from Merck and Sunovion. At the bottom, there is a 'COLLOQUE CDP 2019' announcement and a detailed newsletter sign-up form with a grid of categories: News, Retirement, Health, Investments, Magazine, Partner contents, Events, Defined benefits, pharmaceuticals, stock, OIGestions, Normatived, Accumulation of capital, Wellness, and Social advantages. The footer contains contact information for TC Media, Business Solutions, and Avantages Bonofits.

DISPLAY ADVERTISING

BULLETIN AD

LEADERBOARD AD

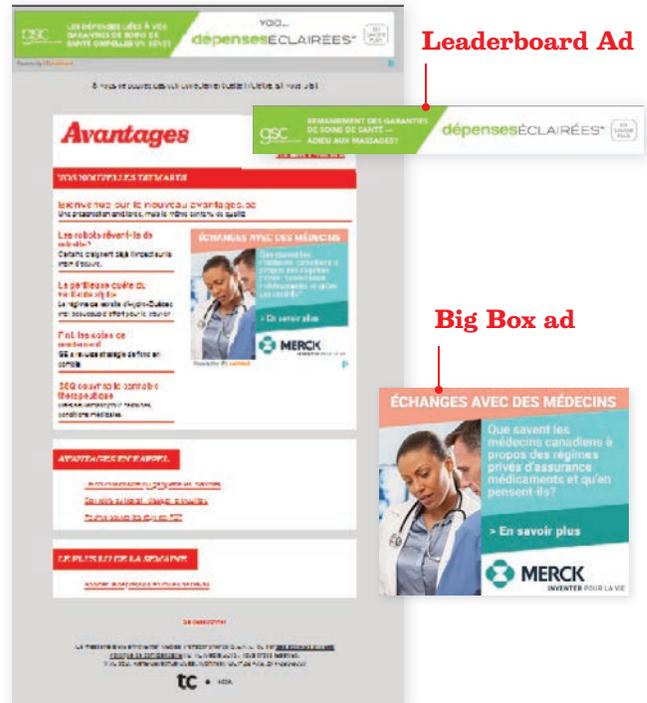
Image-Based Ad
Static image only

- Format: 728x90
- File Type: JPEG or PNG
- Maximum File Size: 40kb

BIGBOX AD

Image-Based Ad
Static image only

- Format: 300x250
- File Type: JPEG or PNG
- Maximum File Size: 40kb



E-DIRECT

SINGLE SPONSORED EMAILS SENT TO PENSION & BENEFITS EXECUTIVES

- Custom email message including brand, product, educational, event, etc. information
- All content is sponsor created and branded



ONLINE APPOINTMENT NOTICE

- Photo with 100 words and logo for one month profile in "People Watch" section of site



2019 ADVERTISING RATE CARD

Web Media (Big box, billboard, leaderboard, skyscraper)	
1,000 impressions	\$398
2,500 impressions	\$646
5,000 impressions	\$1,258
Biweekly e-Bulletin	
Leaderboard (728 x 90) or Big Box (300 x 250) or 50-75 word text ad.	\$650
E-direct	
Direct email message to Avantages.ca's registered user list Canada's Anti-Spam Law (CASL) compliant	\$1,846
Question of the Week	
Thought leadership opportunity to profile a key member of your team. Ask a question and provide a 250 word answer and the photo of your thought leader. Your question will be highlighted for one week and live for one year.	\$664
Sponsored Content	1 Month
Rotating homepage badge linking to a piece of custom educational content.	\$969
Webinars & Podcasts	
Ask your account manager for information.	
Microsite	1 Month
A customized site, hosted on Avantages.ca with a dedicated homepage button, showcasing white papers, expert opinions and video.	\$1,900
Online Appointment Notice	1 x
Photo with 100 words and logo for one-month profile in "People Watch" section of site.	\$380
Rich Media*	
Site Takeover	\$2,898/per day (2 days max)
Sliver ad, film strip, cat fish, pushdown	\$845/per day (3-5 days max)

* Some exceptions apply. Please speak with your account manager for more information.

Ask your account manager about customized web programs, branded content opportunities and complete specifications.

Avantages.ca is focusing on the unique issues of interest to Québec based pension and benefits decision-makers and helps Québec plan sponsors to stay in-tune with news, legislative changes and the overall market trends

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DISPLAY ADVERTISING SPECIFICATIONS

Leaderboard

728w x 90h pixels
40 kb or less



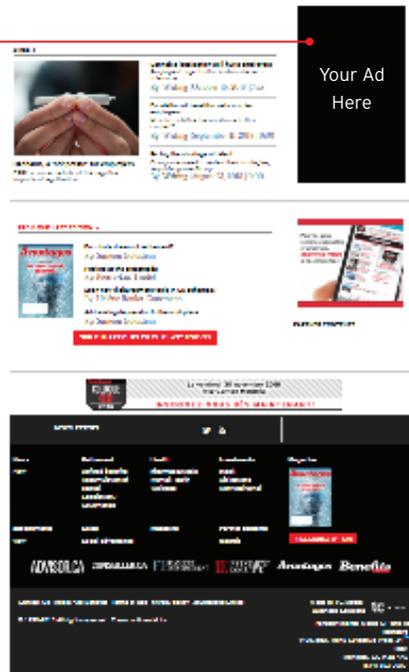
Big Box

300w x 250h pixels
40 kb or less



Skyscraper/ Double Big Box

300w x 600h pixels
40 kb or less



FILE TYPES:

GIF, JPG, PNG and Third Party Ad Tags

IMPORTANT NOTES:

1. All display advertising units adhere to IAB Canada standard specifications. For additional information, please visit www.iabcanada.com.
2. eNewsletters can only accommodate GIF or JPG ad formats. Static image only. Animation is not supported.
3. Animated GIFs may loop maximum of 3 times, ending on the last frame or 30 second of animation or less. (ROS only)
4. Third Party Ad Tags are accepted for ROS (run-of-site) only.
5. Clients must supply click-through URL separately.
6. Website ads—only 1 click-through URL can be used per image file.
7. eNewsletter ads—only 1 click-through URL can be used per eNewsletter deployment.

NOTE: Ads should not click through to documents such as PDFs or MS Word files or to email addresses.

LATE CREATIVE:

All material must be submitted with a minimum of 5 business days prior to campaign start date. Late material will result in missed campaign start date with full campaign being charged to advertiser.